

Enriching Lives



ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES



#10 OCTOBER 11, 2011

Sachi A. Hamai

SACHI A. HAMAI
EXECUTIVE OFFICER

October 11, 2011

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Executive Director

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

RECOMMENDATIONS REGARDING 52nd ANNUAL LOS ANGELES COUNTY HOLIDAY CELEBRATION

SUBJECT

52nd ANNUAL LOS ANGELES COUNTY HOLIDAY CELEBRATION

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the proposed 52nd Annual Los Angeles County Holiday Celebration program to be held Saturday, December 24, 2011 from 3:00 p.m. to 6:00 p.m. at the Music Center's Dorothy Chandler Pavilion and authorize the Executive Director to make changes in programming that may be necessary due to production requirements.
2. Direct the Executive Director to implement all production aspects of the live and televised programs and to sign the necessary agreements with KCET-TV, CDK Productions, and others as necessary.
3. Direct Classic Parking to make free parking available to participants and attendees in the Music Center garage all day on December 24. Appropriate signage regarding free parking should be posted at all entrances to the Music Center garage. Free parking is also needed in the Music Center garage for cast and crew during rehearsals from 9:00 a.m. to 6:00 p.m. on December 3 and equipment load-in throughout the week of December 20 through 23 from 7:00 a.m. to midnight, as well as during load-out for crew, approximately December 26 through 28. On each of the abovementioned dates, Lot 17 should also be available to accommodate overflow and oversized vehicle parking.

4. Request the Music Center to make arrangements with the Music Center caterer to insure that Kendall's Brasserie and the Spotlight Café will be open for business throughout the duration of the program. Also, request that the food/beverage kiosks located inside the Dorothy Chandler Pavilion be open during the program and offer concessions appropriate in cost and menu for the anticipated audience.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The first annual holiday program was held on December 24, 1959 and has been an ongoing community tradition for the past 50 years.

At their meeting on September 12, 2011, the Arts Commissioners unanimously approved the proposed roster of participants. The proposed roster (Attachment A) is presented to your Board each year in compliance with a motion approved by your Board on July 12, 1983. Approval at this time is necessary to complete the program production.

Performers are selected through a competitive application process. This year 105 applications were submitted. Due to budget curtailments in FY 2010-2011, the show was reduced from six to three hours. The show will continue to run at three hours with 21 groups performing on stage. Of these artist groups 43% will be featured on the program for the first time, and 33% are youth groups. Altogether this year's program will feature over 600 performers.

Selection criteria is based upon:

- Artistic excellence within a performance discipline/age category
- Suitability of the performance material to a multi-cultural, multi-denominational holiday themed program
- Suitability of the performance for the 2,600 seat Dorothy Chandler Pavilion and the technical capability of the production
- Ability of performing group representatives to meet all deadlines and to work cooperatively with other organizations and production staff

The live audience for the Annual Holiday Celebration has ranged from 6,000 to almost 10,000 in past years. In order to mitigate crowds that may not be able to see the show in person because of the reduced time, a JumboTron will be on the Music Center Plaza so that those unable to be seated in the Dorothy Chandler Pavilion will be able to view the show. The Holiday Celebration's television broadcast also reaches an estimated one million viewers across Southern California.

This year the live theatrical show is expected to take place from 3 p.m. to 6 p.m. on December 24. KCET has scheduled a live television broadcast of the program with a second possible airing of the show during primetime hours.

Due to budget curtailments in FY 2010-11, the Arts Commission had planned to eliminate the production of the L.A. Holiday Celebration national show, a one-hour compilation of the best of the Holiday Celebration local broadcast, which aired nationally on public television stations. By committing in-kind resources such as editing equipment and facilities, KCET made it possible for the Arts Commission to produce the national L.A. Holiday Celebration 2011. This program will air on national public television stations in the month of December through the public television media distributor American Public Television (APT). The 2011 national show has already been slated to air on 73 stations across the country, which would achieve 67% of market coverage. Staff is currently

embarking on a station relations campaign to increase the number of stations picking up the program.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goal 3, Strategy 1 to increase accessibility to County cultural, recreational and lifelong learning facilities and programs.

FISCAL IMPACT/FINANCING

Funds to produce the program have been approved by your Board as part of the Arts Commission's budget appropriation for FY 11-12, which includes an appropriation from the Cable TV Franchise Fund in the amount of \$332,000. The Cable TV Franchise Fund allocation was reduced in FY10-11 which resulted in the reduction of the program's length from six hours to three hours and planned elimination of the 2011 L.A. Holiday Celebration national show. However, KCET has provided in-kind resources to make possible the production of the national show in 2011.

Additionally, the Music Center contributes \$15,000 to the program and there is no fee for the use of the Dorothy Chandler Pavilion. The American Federation of Television & Radio Artists waives 20% of the professional singers' and dancers' day rate and the International Association of Technical & Stage Employees and Professional Musicians Local 47 waive fees for the KCET broadcast on December 24th.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Not Applicable

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of this program continues a time-honored Los Angeles County tradition that brings our diverse communities together through a common experience. Whether viewing the production in person or on television, the program creates a sense of inter-connectivity by giving residents a kaleidoscopic view of the cultures, expressions, and traditions celebrated throughout the region.

The Honorable Board of Supervisors

10/11/2011

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Respectfully submitted,

A handwritten signature in black ink, appearing to read "Laura Zucker", with a long horizontal flourish extending to the right.

LAURA ZUCKER

Executive Director

AD:hr:ag

c: Andrea Sheridan Ordin, County Counsel
Steven Rountree, President & CEO, Music
Center of Los Angeles County
Jesse Rodriguez, Building Manager
Nick Chico, ISD Parking Services